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James R. Glidewell Dental Ceramics, Inc.  
d/b/a Glidewell Laboratories

UNITED STATES DISTRICT COURT  
CENTRAL DISTRICT OF CALIFORNIA  
SOUTHERN DIVISION

JAMES R. GLIDEWELL DENTAL  
CERAMICS, INC.,

Plaintiff,

vs.

KEATING DENTAL ARTS, INC.,

Defendant.

Case No. SACV11-01309-DOC(ANx)

**DECLARATION OF GLENN  
YAMAMOTO IN SUPPORT OF  
JAMES R. GLIDEWELL DENTAL  
CERAMICS, INC.'S REPLIES IN  
SUPPORT OF ITS MOTIONS FOR  
SUMMARY JUDGMENT**

Hearing

Date: December 17, 2012  
Time: 8:30 a.m.  
Ctrm: 9D, Hon. David O. Carter

Pre-Trial Conf.: January 28, 2013  
Jury Trial: February 26, 2013

AND RELATED  
COUNTERCLAIMS.

1 I, Glen Yamamoto, declare as follows:

2 1. I am the President and Founder of G&H Dental Arts ("G&H") and  
3 have held this position since 1982. Unless otherwise stated, I have personal and  
4 firsthand knowledge of the facts set forth in this declaration, and I could and would  
5 testify competently to such facts if called as a witness.

6 2. I understand that Keating Dental Arts, Inc. contends that G&H's  
7 prescription forms refer to "BruxZir-Zirconia" as a generic term for a type of  
8 crown. This is incorrect. The box next to "BruxZir-Zirconia" refers to a specific  
9 brand of crown, i.e., BruxZir brand full contour zirconia crowns. As I understand  
10 the term, "BruxZir" does not refer to a type of crown, but rather to a particular  
11 brand of full contour zirconia crown available only from Glidewell and other dental  
12 laboratories authorized by Glidewell to offer genuine BruxZir brand product.

13 3. My understanding concerning the source-identification function of the  
14 BruxZir mark is reinforced and reflected by the fact that on the portion of G&H's  
15 company website identifying "Products and Services" we place the ® symbol next  
16 to the use of the BruxZir mark for brand crowns and bridges, to indicate that the  
17 term is a registered trademark.

18 I declare under the penalty of perjury under the laws of the United States of  
19 America that the foregoing is true and correct, and that this declaration was  
20 executed on November 30, 2012, at Torrance, California.

21  
22   
23 Glen Yamamoto

**Glidewell Laboratories v. Keating Dental Arts, Inc.**  
**United States District Court, Central, Case No. SACV11-01309-DOC (ANx)**

**CERTIFICATE OF SERVICE**

I hereby certify that on December 3, 2012, I electronically filed the document described as **DECLARATION OF GLEN YAMAMOTO IN SUPPORT OF JAMES R. GLIDEWELL DENTAL CERAMICS, INC.'S MOTIONS FOR SUMMARY JUDGMENT** with the Clerk of the Court using the CM/ECF System which will send notification of such filing to the following:

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Dated: December 3, 2012

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By: s/Philip J. Graves

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